Social Media Tips: Facebook

Agricultural Experiment Station • Cooperative Extension Service

Facebook Best Practices: facebook.com/NMSUExtExpStnPubs
by Ana Henke, Publications Supervisor

Social Media Goal
Our primary goal is to raise awareness and encourage engagement about the following:
• New and timely AES/CES publications
• Extension and Experiment Station events and news
• College of ACES and NMSU events/news

Post Content
Our posts reflect our goals of awareness and engagement:
• We promote our new and timely AES/CES publications by posting photos directly from our publications, along with a brief description of the content and a link to the publication on our website.
• We promote events and news by posting a photo from the news story or a representative photo from our NMSU photo archive, along with a quote from an NMSU representative cited in the news story and a link to the news story on the NMSU News Center website.

Photos vs Links
It has been our experience that posting photos gets much more user engagement than posting links alone. (Don’t forget to provide photo credit for all photos used.)

Note: Any NMSU employee can request high-resolution photos from the NMSU photo archive free of charge: http://photo.nmsu.edu/
Supplemental “Fun” Posts
We have also learned that our followers enjoy information about New Mexico, images of the great outdoors, sustainability, cooking, humor, nature, and history. Our supplemental content consists of sharing posts in these areas from like-minded pages.

Note: Sharing content from other pages helps you build partnerships. Very often if you share other user’s content, they will share yours. This will in turn increase the size of your followers/audience.

Liking Posts as Your Page
If you have developed an online relationship with other Facebook pages, you can also LIKE a post they have developed, as well as share it to your page. However, it is important to keep in mind that “Liking” posts in addition to sharing posts to your Facebook page will increase the number of items that appear on your followers’ newsfeeds, so it is wise to be very frugal with both. If people receive too much information from you, they will start to consider it spam and may stop following or unlike your page.

Note: A good way to increase the public’s awareness of your page is to LIKE a post of a like-minded page that has a large number of followers.

Post Scheduling
We develop 4 to 5 posts every weekday morning between 8 and 9. We tried posting less often but our reach and engagement fell dramatically. We check in periodically throughout the day and respond to questions as they come in.

Note: It is important to be a consistent presence in social media. Your followers need to know that they can count on you to be responsive—this is a “social” endeavor after all.

Facebook Pages with Shareable Content
U.S. Department of Agriculture
www.facebook.com/USDA

Extension100Years
facebook.com/Extension100Years

4-H, facebook.com/4-h

Extension Master Gardener
facebook.com/extensionmastergardener

MyPlate
facebook.com/MyPlate

Let’s Move
facebook.com/letsmove

NMSU Pages
NMSU News
facebook.com/NMSUNews

ACES Social Media Directory
aces.nmsu.edu/socialmedia

Tracking Link Clicks
In order to keep track of clicks to our links, we use bitly.com, which is a free URL shortening service that also tracks the number of clicks your links receive. This is an easy way to see which of your links users are clicking on and which links are most popular.

References
Facebook Help Center
facebook.com/help

Copyright and Usage Guidelines
Obtaining Copyright Permission from Others by Frank Sholedice
http://aces.nmsu.edu/pubs/guidelines/copyright-permissions.html
Social Media Tips: Facebook

Standard publication post

![Image](image1.png)

Peaches are a challenging crop to grow in New Mexico because of frequent late frosts and occasional winter freezes. With global weather changes, fruit tree flowers/fruits are frozen killed with greater frequency today than in the past. Peach is a favorite fruit, and growers are requesting cultivation and pest management information. With this in mind, a peach trial with 26 cultivars was set up at the NMSU Sustainable Agriculture Science Center at Alcalde in 2001. We report the summary of this 11-year trial. To learn what we discovered, read Research Report 782, Peach Cultivar Evaluation in Northern New Mexico, http://aces.nmsu.edu/pubs/research/horticulture/R782.pdf.

Additional resource:

(NMSU photo of China Pearl cultivar)

News post

![Image](image2.png)

NMSE New Chile Variety
People have been wanting a new variety for a long time,” said Davide Coon, an agricultural research scientist at the Chile Pepper Institute. Read more...

New Chile Variety Comes to Town
New Mexico State University’s Chile Pepper Institute has developed a new variety of chile pepper: the Kudzu Sandra Noreen. Sandra chile is traditionally used in a red chile, but this variety can be used in... See More

News post

![Image](image3.png)

NMSE to host youth ranch management camp at Valles Caldera National Preserve
NMSE’s Cooperative Extension Service hopes to build on the success of its New Mexico Youth Ranch Management Camp when it hosts the event June 8-13 at the Valles Caldera National Preserve in northern New Mexico. Registration deadline for the annual camp is May 1. Visit http://nmsus.edu for more information. “The camp has been a great success,” said Tom Dominguez, Otero County Extension agricultural agent and co-chairman of the camp. “The event is designed to be a unique educational experience and the first two camps definitely exceeded expectations.”

Eric Scholllaunder, NMSU animal and range science assistant professor, talks to New Mexico Youth Ranch Camp participants about a cow’s digestive system. (NMSE photo by Jane Mooman)

Fun “baby” animal post

![Image](image4.png)

ADORABLE Donkey Nanny, Lombardy, Italy!
In the early spring shepherds drive huge flocks of livestock, here sheep, rams, donkeys, and goats from the Pre-Alpine hills to the plains of Lombardy, for grazing. The newborn lambs are carried in a custom made side saddle by the donkeys, and returned to their mothers at rest time.


Fun New Mexico post

![Image](image5.png)

We New Mexicans LOVE our chile, besides tasting GREAT, here are some other reasons why they are awesome http://bit.ly/1cH1fZt


For more examples, visit our Facebook page!